

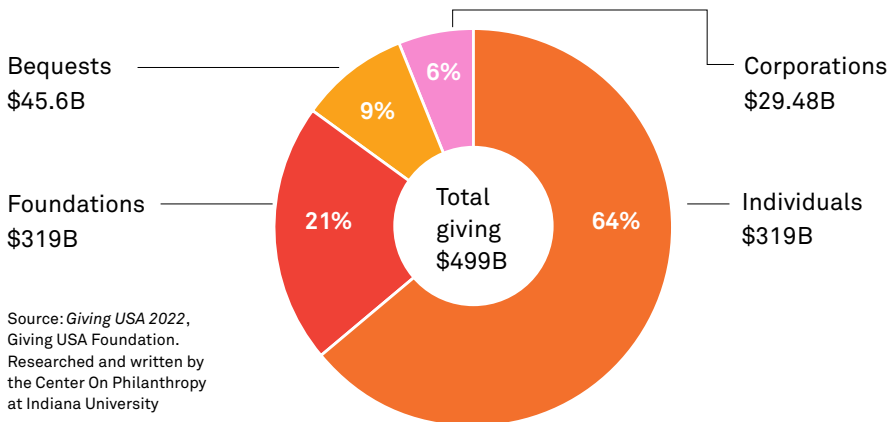
# Introduction to finding grants

Candid.

The ten most important things to know

## 1. You can't survive on grants alone

### Private contributions by source



### Key takeaways

- Prove that you are a credible nonprofit
- Find the right fit
- Always focus on the funder's motivations and interests—show what is in it for them
- Be prepared—know who you are approaching and why

## 2. Not all foundations are alike

### Funder motivations

- Private Foundations primarily want to fulfill philanthropic goals and interests while supporting a variety of issues through an objective process
- Corporations tend to focus more on branding, visibility and Corporate Social Responsibility (CSR)
- Grantmaking Public Charities typically want to make an impact in designated communities or regions, or focus on specific population groups or issue areas

### Types of foundations

- Independent
- Company-sponsored
- Operating
- Direct Corporate Giving Programs
- Grantmaking Public Charities

## 3. Foundations *must* give money away

## 4. Grantwriting is never about the *need* of your organization

When approaching funders for support, you must prove that it isn't just about the need of your organization but the people you are serving and the impact it will make.

### How credible is your organization?

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with their focus areas?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a successful track record of effective program delivery with measurable results?
- Do you have a strong organizational and financial infrastructure?

## 5. Do your homework first

## 6. The one size fits all approach doesn't work

Tailor your proposal around who you are approaching and why.

## 7. To get the grant, you have to find the right match

Look for grantmakers who:

- Fund in your area of interest and the population you serve
- Fund in your geographic region
- Provide the type of support you need

## 8. Ask for the right amount

## 9. You don't need to know someone to get a grant but it can help you get your foot in the door

It's hard to get a face to face meeting with a funder before you actually apply for something, so it can sometimes help to use any contacts you may have to help set up meetings or make introductions.

## 10. The proposal is typically not the first thing a foundation wants

You can use Foundation Directory to find application deadlines, and in many cases, the funder's preference for the initial approach. Many do not want the full proposal off the bat. If given an option, try to make the most personable approach you can, but always follow the funder's guidelines.

Tips on the initial approach

- If acceptable, try to make a telephone call
- Know who you're talking to and why
- Keep the conversation brief and to the point
- Try to utilize contacts if you have them

Grantseeking is a very competitive process. You have to prove to funders that you are a credible nonprofit organization with the capacity to carry out a well-planned idea, purpose, or project.

Never approach a grantmaker unprepared!

Always respect the funder's time and have a few brief talking points in front of you so you know exactly what you want to say.

Use [Foundation Directory](#)

### Next steps

Check out these other Candid Learning classes:

- Introduction to Foundation Directory
- Introduction to Fundraising Planning
- Introduction to Proposal Writing

